

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application:

LISTING OF CLAIMS:

1. (*currently amended*) A method for exchanging trading points through a transaction processor connected to a telecommunications network, wherein the method comprises:

receiving a request at the transaction processor to exchange trading points awarded to a first customer from a first member shop for trading points awarded to at least one other customer from a second member shop,

carrying out a transaction at the transaction processor corresponding to the request to exchange trading points with the at least one other customer, wherein the transaction processor purchases at least some of the trading points ~~for a first type of goods or services from~~ awarded to the first customer at a first exchange rate and sells the purchased trading points to the at least one other customer at a second exchange rate, and

calculating the difference between the first and second exchange rates used by the transaction processor as a transaction commission, wherein, in exchange for the at least some of the trading points for a first type of goods or services awarded to the first customer, the transaction processor transfers ~~a monetary equivalent or~~ at least some of the trading points for a second type of goods or services awarded to the at least one other customer from the at least one other customer.

2. *(Original)* The method of claim 1, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

3. *(Previously Presented)* The method of claim 1, wherein the transaction processor calculates a balance of the first customer's remaining trading points after the first customer uses the trading points to purchase a good or a service.

4. *(currently amended)* A method for exchanging trading points through a transaction processor connected to a telecommunications network, wherein the method comprises:

collecting information regarding a first customer's trading points portfolio from member shops through the network and storing the information in a customer database connected to the network;

receiving information at the transaction processor on a ~~trading points exchange request from the first customer~~ request to exchange trading points awarded to the first customer from a first member shop for trading points awarded to at least one other customer from a second member shop;

initiating a transaction at the transaction processor with the at least one other customer according to the received ~~trading points exchange request to exchange trading points~~, wherein the transaction processor purchases at least some of the trading points ~~for a first type of goods or services awarded to the first customer~~ from the first customer at a first exchange rate and sells the purchased trading points to the at least one other customer at a second exchange rate; and

calculating the difference between the first and second exchange rates used by the transaction processor as a transaction commission, wherein, in exchange for the at least some of the trading points for a first type of goods or services awarded to the first customer, the transaction processor transfers ~~either a monetary equivalent or~~ at least some of the trading points for a second type of goods or services awarded to the at least one customer from the at least one other customer to the first customer.

5. *(Original)* The method of claim 4, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

6. *(Previously Presented)* The method of claim 4, wherein the transaction processor updates the customer database and a transaction database according to a result from the trading points transaction.

7. *(Previously Presented)* The method of claim 5, wherein the transaction processor updates the customer database and a transaction database according to a result from the trading points transaction.

8. *(Previously Presented)* The method of claim 4, wherein the transaction processor calculates a balance of the first customer's remaining trading points after the first customer uses the trading points to purchase a good or a service.

9. (*Previously Presented*) The method of claim 5, wherein the transaction processor calculates a balance of the first customer's remaining trading points after the first customer uses the trading points to purchase a good or a service.

10. (*currently amended*) A method for exchanging trading points through a transaction processor connected to a telecommunications network, wherein the method comprises:

collecting information regarding a first customer's trading points portfolio from member shops through the network and storing the information in a customer database connected to the network;

sending information regarding the first customer's trading points and exchange rates stored in the customer database to the transaction processor;

receiving a trading points exchange request at the transaction processor from the first customer to exchange trading points awarded to the first customer from a first member shop for trading points awarded to ~~with~~ at least one other customer from a second member shop; and

transacting the first customer's trading points at the transaction processor according to the received trading points exchange request, wherein the transaction processor purchases at least some of the trading points ~~for a first type of goods or services awarded to the first customer~~ from the first customer at a first exchange rate and sells the purchased trading points to the at least one other customer at a second exchange rate; and

calculating the difference between the first and second exchange rates used by the transaction processor as a transaction commission, wherein, in exchange for the at least some of

the trading points ~~for a first type of goods or services awarded to the first customer~~, the transaction processor transfers ~~either a monetary equivalent or at least some of the~~ trading points ~~for a second type of goods or services awarded to the at least one other customer~~ from the at least one other customer to the first customer.

11. (*Original*) The method of claim 10, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

12. (*Previously Presented*) The method of claim 10, wherein the first customer's exchange request further comprises changing the first customer's trading points into a cash equivalent and processing the first customer's trading points according to the resulting cash equivalent.

13. (*Previously Presented*) The method of claim 11, wherein the first customer's exchange request further comprises changing the first customer's trading points into a cash equivalent and processing the first customer's trading points according to the resulting cash equivalent.

14. (*Previously Presented*) The method of claim 10, wherein the transaction processor updates the customer database and a transaction database according to the result of the first customer's exchange request, and sends the result to the corresponding member shop.

15. (*Previously Presented*) The method of claim 11, wherein the transaction processor updates the customer database and a transaction database according to the result of the first customer's exchange request, and sends the result to the corresponding member shop.

16. (*Previously Presented*) The method of claim 10, wherein the transaction processor calculates a balance of the first customer's remaining trading points after the first customer uses the trading points to purchase a good or a service.

17. (*Previously Presented*) The method of claim 11, wherein the transaction processor calculates a balance of the first customer's remaining trading points after the first customer uses the trading points to purchase a good or a service.

18. (*currently amended*): A method for exchanging trading points through a transaction processor connected to a telecommunications network, wherein the method comprises:

receiving a request at the transaction processor from a first customer to ~~buy-exchange~~ trading points awarded to the first customer from a first member shop for trading points awarded to from at least one other customer from a second member shop;

~~buying~~ carrying out a transaction of trading points corresponding to the request, wherein the transaction processor purchases at least some of the trading points ~~for a first type of goods or services awarded to the first customer~~ from the ~~at least one other first~~ customer at a first exchange rate, sells the purchased trading points to the ~~first~~ at least one other customer at a

second exchange rate, and calculates a transaction commission based on the difference between the first and second exchange rates; and

updating a customer database according to a result from the ~~buying transaction~~ of trading points, and sending the result to a member shop that corresponds to the trading points, wherein, in exchange for the at least some of the trading points for a first type of goods or services awarded to the first customer, the transaction processor transfers ~~either a monetary equivalent or at least some of the trading points for a second type of goods or services awarded to the at least one other customer~~ from the ~~first customer to~~ at least one other customer.

19. *(Previously Presented)* The method of claim 18, wherein the transaction processor sends information concerning the first customer's trading points and transaction exchange rates stored in the customer database to the first customer.

20. *(Original)* The method claim 18, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

21. *(Cancelled)*.

22. *(currently amended)* The method of claim 18, wherein the transaction processor updates a customer database according to a result from the ~~buying process~~ trading points transaction, and sends the result to the member shop corresponding to the trading points.

23. *(currently amended)* The method of claim 19, wherein the transaction processor updates ~~updating~~ a customer database according to a result from the ~~buying process~~ trading points transaction, and sends the result to the member shop corresponding to the trading points.

24. *(Previously Presented)* The method of claim 18, wherein the transaction processor calculates a balance of the first customer's remaining trading points after the first customer uses the trading points to purchase a good or a service.

25. *(Previously Presented)* The method of claim 19, wherein the transaction processor calculates a balance of the first customer's remaining trading points after the first customer uses the trading points to purchase a good or a service.

26. *(Previously Presented)* The method of claim 22, wherein the transaction processor calculates a balance of the first customer's remaining trading points after the first customer uses the trading points to purchase a good or a service.

27. *(Previously Presented)* The method of claim 23, wherein the transaction processor calculates a balance of the first customer's remaining trading points after the first customer uses the trading points to purchase a good or a service.

28. *(currently amended)* An apparatus for providing a points trading service through a telecommunications network, the apparatus comprising:

an information collecting unit connected to the network for collecting information on a first customer's trading points from a plurality of member shops;

a customer database connected to the network for storing the information on the first customer's trading points received from the member shops;

a transaction processing unit connected to the network that receives a trading points exchange request from the first customer to exchange trading points awarded to the first customer from a first member shop for trading points awarded to at least one other customer from a second member shop, and processes a transaction with the at least one other customer according to the trading points exchange request, wherein the transaction processing unit purchases at least some of the trading points for a first type of goods or services awarded to the first customer from the first customer at a first exchange rate, sells the purchased trading points to the at least one other customer at a second exchange rate and calculates a transaction commission based on the difference between the first and second exchange rates; and

a transaction database for storing information on the trading points exchange request sent from the first customer and a result of the transaction, wherein, in exchange for the at least some of the trading points for a first type of goods or services awarded to the first customer, the transaction processing unit transfers ~~either a monetary equivalent or~~ at least some of the trading points for a second type of goods or services awarded to the at least one other customer from the at least one other customer to the first customer.

29. (*Previously Presented*) The apparatus of claim 28, further comprising an information providing unit for sending the first customer's trading point information and transaction exchange information stored in the customer database to the first customer.

30. (*Original*) The apparatus of claim 29, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

31. (*Original*) The apparatus of claim 29, wherein the exchange rate information indicates a cash value or an absolute value corresponding to the trading points and is provided by a separate system installed outside of the service providing server.

32. (*Previously Presented*) The apparatus of claim 28, further comprising a shopping mall management unit for processing cyber shopping, and providing trading points in proportion to a good purchased and a service for buying goods with the trading points.

33. (*Previously Presented*) The apparatus of claim 29, further comprising a shopping mall management unit for processing cyber shopping, and providing trading points in proportion to a good purchased and a service for buying goods with the trading points.

34. (*Previously Presented*) The apparatus of claim 30, further comprising a shopping mall management unit for processing cyber shopping, and providing trading points in proportion to a good purchased and a service for buying goods with the trading points.

35. (*Previously Presented*) The apparatus of claim 31, further comprising a shopping mall management unit for processing cyber shopping, and providing trading points in proportion to a good purchased and a service for buying goods with the trading points.

36. (*Previously Presented*) The apparatus of claim 28, further comprising:
a network interface for linking a service provider server to a member shop server; and
a web server for linking a customer computer server to the service provider server via an internet.

37. (*Original*) The apparatus of claim 30, further comprising:
a network interface for linking a service provider server to a member shop server; and
a web server for linking a customer computer server to the service provider server via an internet.

38. (*Original*) The apparatus of claim 31, further comprising:
a network interface for linking a service provider server to a member shop server; and
a web server for linking a customer computer server to the service provider server via an internet.

39. *(currently amended)* A system providing a points trading service through a telecommunications network coupled to a customer computer and a member shop computer, the system comprising:

a customer computer for sending a trading points exchange request;

a member shop computer for providing a first customer's points; and

a service providing server that stores the first customer's points received from the member shop computer, receives the trading points exchange request from the first customer to exchange trading points awarded to the first customer from a first member shop for trading points awarded to ~~with~~ at least one other customer from a second member shop, and processes a transaction with the at least one other customer according to the trading points exchange request, wherein the service providing server purchases at least some of the trading points ~~for a first type of goods or services awarded to the first customer~~ from the first customer at a first exchange rate, sells the purchased trading points to the at least one other customer at a second exchange rate and calculates a transaction commission based on the difference between the first and second exchange rates, wherein, in exchange for the at least some of the trading points ~~for a first type of goods or services awarded to the first customer~~, the service providing server transfers ~~either a monetary equivalent or~~ at least some of the trading points ~~for a second type of goods or services awarded to the at least one other customer~~ from the at least one other customer to the first customer.

40. *(currently amended)* A computer program product for enabling a computer to execute a points trading transaction, comprising:

software instructions for enabling the computer to perform predetermined operations, and
a computer readable medium bearing the software instructions;

said predetermined operations comprising:

collecting information on a first customer's trading points from a member shop;

receiving a trading points exchange request from a first customer's computer to
exchange trading points awarded to the first customer from a first member shop for trading
points awarded to at least one other customer from a second member shop;

executing a trading transaction upon receiving the first customer's trading points
exchange request by trading points with the at least one other customer, wherein the computer
purchases at least some of the trading points ~~for a first type of goods or services awarded to the~~
~~first customer~~ from the first customer at a first exchange rate, sells the purchased trading points
to the at least one other customer at a second exchange rate and calculates a transaction
commission based on the difference between the first and second exchange rates, wherein, in
exchange for the at least some of the trading points ~~for a first type of goods or services awarded~~
~~to the first customer~~, the computer transfers ~~either a monetary equivalent or~~ at least some of the
~~trading points for a second type of goods or services awarded to the~~ at least one other customer
from the at least one other customer to the first customer;

calculating the first customer's trading point balance once the transaction has
been processed; and

sending the first customer's final trading point balance to a customer database.

41. (*Original*) The computer program product for enabling a computer to execute a points trading transaction according to claim 40, wherein the trading points are selected from the group consisting of: cyber money, product purchasing points, advertisement clicking points, thank-you coupon, and mileage points.

42. (*Previously Presented*) The computer program product for enabling a computer to execute a points trading transaction according to claim 40, wherein the first customer's exchange request is for changing the first customer's trading points into a cash equivalent and processing the first customer's trading points according to the resulting cash equivalent.